

## **Proposed CCDA Media Relations Protocol**

- CCDA's proposed Media Relations Protocol will guide the Commission responses to requests for information from the media
- The protocol will represent CCDA's formal policy on media relations
- The protocol will provide a clear policy on responses to media requests for information to CCDA
- The protocol will ensure that media requests are responded to rapidly, accurately and in a consistent manner by authorized commission staff
- The protocol is intended to improve service to media by ensuring consistent coordinating responses and ensuring that appropriate spokespeople are speaking to issues

### **Rationale**

- The Commission should speak with a singular voice

### **Present Context**

- No policy exists
- Media calls are answered as they are received
- Media activity to date has been minimal but can be expected to increase
- Media requests should be limited to a spokesperson
- Interviews should not lead to surprises to the Commission, its Chair of the Legislature.

## **Response Procedure**

- The Executive Director will coordinate all media calls
- Upon receiving a media call, the recipient will inform the Executive Director
- The Executive Director will work with the Commission Chair to decide how best to respond to the call; this could include:
  - Referring the call to the Chair's Office
  - Referring the call to another department
  - Once the call is returned, it will log the call and close the file